



STATE OF WASHINGTON

WASHINGTON STATE LIQUOR CONTROL BOARD

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Liquor Control Board Policy Number 1-05

Subject of policy: Advertising of events held at sports/entertainment facilities licensed under RCW 66.24.570.

Effective date: April 6, 2005

Ending date: To remain effective until the completion of rule making on chapter 314-52 WAC

Approved:

Merritt Long, Chair

Vera Ing, Board Member

Roger Hoen, Board Member

Purpose statement:

The purpose of Liquor Control Board Policy 1-05 is to allow liquor manufacturers to advertise events held at sports/entertainment facilities licensed under RCW 66.24.570 with the following guidelines;

- The facility has spectator capacity in excess of 10,000.
- Live professional sporting events or live national tour entertainment events are presented to public spectators at the facility for a price of admission.
- For the purposes of this policy advertising includes promoting company or brand name identification.

Policy Statement:

Until rule making on chapter 314-52 WAC is completed (which outlines the guidelines for liquor advertising) staff will use the following policy;

- Liquor manufacturers may purchase advertising space at and may advertise events held at sports/entertainment facilities that meet the criteria described above under conditions as follows:

- Advertising may not be paid, directly or indirectly, to those licensed entities that provide food and beverage service at the facility.
- Entities who are required by WAC 314-12-030 to be placed on the retail license due to financial interest may receive advertising from liquor manufacturers.
- The licensed entities providing food and beverage service at the facility must stock and offer for sale other competing brands of liquor in addition to those of the advertising manufacturer.
- Advertising by the liquor manufacturers is to be conducted only in connection with live professional sporting events or live national tour events held at the facility.
- The manufacturer may name the facility in its advertising. Use of the facility name in the manufacturer's advertising will not be considered a violation of WAC 314-52-090. Liquor brand names may not be used to name the facility, or to name a location on the property of the facility. All other liquor advertising must be in compliance with WAC 314-52.
- The advertising manufacturer may not control or influence in any manner the licensee's liquor purchasing and sale operations.
- The advertising manufacturer may not control in any manner the licensee's point of sale brand signage.
- An advertising agreement under the provisions of this section must be made by written agreement.